

Claims

1. A method of displaying graphics on a conformation portion of a container, said conformation portion having a non-uniform cross-section therethrough, said method comprising the steps of:

- a) arranging graphics with respect to a planar covering for said conformation portion, said graphics comprising graphics in distorted proportion to compensate for non-uniformity of said conformation portion, and
- b) performing a process of application in which said planar covering is applied to said conformation portion such that said graphics in distorted proportion appear in normal proportion.

2. A method as in claim 1 wherein said graphics in distorted proportion comprises different degrees of distorted proportion.

3. A method as in claim 1 in which the relative proportions of graphics in distorted proportion are adjusted during said process of application.

4. A method as in claim 3 in which said graphics in distorted proportion comprises shape regularity, a degree of which is removed during said process of application.

5. A method as in claim 3 in which said graphics in distorted proportion comprises shape irregularity, a degree of which is removed during said process of application.

6. A method as in claim 1 wherein said graphics are applied to said planar covering.

5 7. A method as in claim 6 wherein said graphics are printed onto said planar covering.

8. A method as in claim 1 wherein said process of application involves shrink-wrapping.

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9. A method as in claim 1 wherein said conformation portion has a substantially spherical shape.

10. A planar covering for a conformation portion of a container, said conformation portion having a non-uniform cross-section therethrough, said planar covering comprising graphics in distorted proportion to compensate for non-uniformity of said conformation portion, whereby said graphics in distorted proportion are arranged to appear in normal proportion following a process of application of said planar covering to said conformation portion.

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11. A planar covering as in claim 10 wherein said process of application involves shrink wrapping.

25 12. A container comprising a conformation portion having a non-uniform cross-section therethrough and a planar covering as in claim 10 applied to said conformation portion.